

## *Corrugated Plastic Pipe Production Systems*

# CORMA INC.: TO DIFFERENTIATE ON THE GLOBAL SCENE

## 2010 Award Winner Commercialization

*Canadian Plastics  
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Located in Concord, Ontario, Corma Inc. produces machinery and equipment for corrugated plastic pipe and tubing manufacturing since 1973.

The company has always concentrated on export markets. "It is our aim to be the best, not just in Canada and the USA, but to be the best globally," said Stefan Lupke, Executive Vice President at Corma. "We are very proud to have won the award for Commercialization. It is a great honor to win an award and to be recognized by your peers as it is an indication that our Company is on the right track with our product development, production and marketing policies."



According to Mr. Lupke, the Canadian plastics industry must be prepared to face a highly competitive global economy. "We must focus on all markets, not just on the North American market and we must be prepared for foreign competitors to work hard on gaining access to our traditional markets."



Mr. Lupke thinks that the Canadian industry should develop a global presence and help its companies gain visibility. "More support is needed from the National and Provincial Governments to support our industry,

as well as all manufacturers in Canada. This does not seem to be the case, relative to the level of support Chinese and Indian companies receive from their governments."

Thanks to innovation, Corma can differentiate itself in different markets. Since its beginnings, the company has worked on improving its technology, which is reflected in the large number of patents it holds. Corma presently has more than 280 patents and has submitted 5 new projects in 2010, which are currently awaiting patents.

"Innovation is the development of products, processes, services which a company can provide to its customers. If you can provide these things to your customer, which will give them a competitive advantage, then you in turn will have a strong competitive advantage over your competitors."